

A large, light blue, semi-transparent globe with a grid of latitude and longitude lines serves as the background for the central text. The globe is slightly tilted and has a soft shadow beneath it.

Export Awards Luncheon

June 21, 2011

**The Illinois Institute of Technology
Chicago, Illinois**



OFFICE OF THE GOVERNOR
STATE OF ILLINOIS



Welcome to the annual

Illinois Export Conference Awards Luncheon!



Congratulations to all of our nominees and award-winners on their success competing in global markets. You are a testament to the potential of globalization and proof that expansion into global markets brings with it well-paying jobs, economic growth and cultural exchange – All of which are necessary for Illinois to continue to grow and lead in the 21st century.

Illinois serves as a critical economic hub for the Midwest and is a key player in both the national and global economy and I'm proud to lead a state that embodies such tremendous vision and dedication to a bright future.

I hope that you will all join me in congratulating our winners and our nominees. Illinois is truly a better place because of their work. I wish you all continued success in your future endeavors and hope to see you continue to thrive throughout Illinois.

Sincerely,

Pat Quinn
Pat Quinn
Governor

Illinois Export Awards Luncheon



Award Winners:

SMALL-SIZED COMPANY CATEGORY

Exporter of the Year:

NewMedical Technology

New Exporter:

DxR Development Group

Exporter Continuing Excellence:

Automated Industrial Machinery, Inc.

Avlon Industries

C & D USA, Inc.

Elastec, Inc.

Excel Railcar Corporation

MEDIUM-SIZED COMPANY CATEGORY

Exporter of the Year:

The Roho Group

New Exporter:

Rauland Borg Corp.

Exporter Continuing Excellence:

Dukane Corp IAS Division

Williamson Energy, LLC



Profiles:

Award Winners:

LARGE-SIZED COMPANY CATEGORY

Exporter of the Year:

Corn Products International

Exporter Continuing Excellence:

**FLEXCO
NOW Foods**



Export Promotion Agency of the Year:

Illinois Soybean Association

International Trade Center of the Year:

**Illinois SBDC International Trade Center
at SIU Edwardsville**

Agriculture Exporter of the Year:

The DeLong Co. Inc.

AIM, Inc.

Growing With Exports!

AIM Inc., a.k.a. Automated Industrial Machinery, Inc., manufactures industrial CNC bending machinery. Founded in 1992 by Constantine Grapsas, AIM Inc. has grown to become the premier CNC bending machine supplier serving customers worldwide.

AIM Inc. has grown to include over 85 models and accessories of 2D and 3D CNC benders. Continuing the quest to provide finish customer solutions, AIM Inc. provides total turn-key integration for complete lights out operations, allowing the customer to achieve new lean manufacturing capabilities.

With technical sales representatives throughout North America, Europe, Asia, South America, and in strategic locations throughout the globe, AIM supplies the world with wire manufacturing automation solutions.

“Exports have been a strategic growth vehicle for AIM: International Magazine advertisements, Heavy Internet exposure, international trade shows, Constant Global Representation search with the Alliance for Illinois Manufacturing, “Product Internationalization” software in multiple languages and EXIM Bank help, we managed to double our business in 5 years and grow our exports to almost 50% of sales”.

Avlon

Founded in 1984, Avlon is a developer, manufacturer, and marketer of innovative and high-quality personal care products. Avlon is considered a leading industry expert in formulation of relaxers, and hair straighteners. Our brands include Affirm® and FiberGuard® Conditioning Relaxer Systems, Ferm® Conditioning Curl & Body Perm System, MoisturColor® Permanent and Semi-Permanent Color Systems, and KeraCare® Hair Maintenance System. Essentially, Avlon has dedicated our innovation to ensure that our products embody healthy hair and skin.

Avlon's selected distribution network is comprised of 79 domestic distributors within the United States and expands over 44 countries. We pride our organization on educating the professional hair stylist so they can maximize the benefits of our products.

As a minority owned organization Avlon has sponsored many scholarships for minority students with organizations such as the National Organization for the Professional Advancement of Black Chemists and Chemical Engineers (NOBCChe), The Society of Cosmetic Chemists (USA), and North Eastern Illinois University. Avlon is also proud to be a active contributor of many organizations such as the National Association for Advancement of Colored People (NAACP), United Negro Foundation, Operation Push, Community Breast Cancer Education Project (Looking Good Inside and Out), Boys and Girls Club of America, Pakistan Institute of Chemists (PIC), Busta Program for People with Special Needs, Department of Children & Family Services in Chicago, and many more.

Ultimately, Avlon seeks to maintain our image of professionalism and innovation, to expand our product lines, and to be recognized as a leader in the markets we serve.

C&D (U.S.A) Inc.

C&D (U.S.A) Inc. was formed as an Illinois corporation in Oak Brook on July 17, 2008. We have very solid customer base in feed industry overseas such as China and our business model is supply chain provider. In 2009, we had traded 1000 metric tons of soybeans and about 160,000 metric tons distillers dried grains with soluble (DDGS). In 2010, we exported 280,000 metric tons DDGS. From

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Jan-May in 2011, our export sales reached 110,000 MTS DDGS; more than 80% of the volume came from Illinois. In 2009 our revenue was \$19 million and in 2010, we quadrupled our revenue to \$80 million. All revenue was created by exports of agricultural commodities. Our 2011, our projected revenue is \$100 million.

In addition to developing purchase sources with farmers, ethanol plants and local merchants in Illinois, we've established commercial relationships with local transloaders and international freight carriers in Illinois.

Since 2009 we have already become the biggest U.S. exporter of DDGS, which is by-product of Ethanol, to China. As China is the biggest importer of soybeans in the world and its import of corn is becoming bigger since 2009/2010, we are expediting our networking with the inland farmers' coops to source soybeans and corn directly from them for export to China.

Along with the growth of our business, we have created four local jobs so far and we are planning to hire more local employees due to our ever expanding business.

Corn Products International

A global world view combined with a distinctly local and regional operating model has helped propel Corn Products International, Inc. to its current identity as one of the most global ingredient providers in the world. Corn Products International, headquartered in Westchester, IL, is a leading global ingredient provider to the food, beverage, brewing and pharmaceutical industries as well as numerous industrial sectors. Corn Products, having built its first facility in Argo, IL in 1906, has been part of the Illinois business landscape ever since and has grown to become one of the leading providers of starches, sweeteners and other ingredients to companies around the world – as well as one of Illinois' oldest and most dependable corporate entities. The Company produces ingredients that provide value-added solutions to customers in approximately 50 countries and has been creating jobs and investing in our employees and our communities both locally and globally for more than a century.

The success of Corn Products' business in both export and domestic sales has helped to drive growth and expansion as demonstrated by the company's recent acquisition of specialty starch manufacturer National Starch in 2010. Export sales contribute to the Company's success. The Company will continue to pursue exports to the various industries we serve in countries around the world; a mission that aligns with the U.S. government's goal of doubling U.S. exports over the next five years, a goal that supports job creation in the agriculture, rail and manufacturing sectors.

The DeLong Corporation

The DeLong co., Inc has been exporting Ag Products by containers for over 25 years. In 2004 the economics of exporting Ag Products made container shipments competitive with bulk ocean vessels. At that time DeLong expanded their container loading operations into Illinois. In making this move they gained access to an abundant supply of Ag Products and the largest inland container yard in the U.S. Since 2004 DeLong has built 3 export trans-load facilities and purchased 6 grain elevators in Illinois. Export sales have gone from \$50 million in 2003 to over \$700 million in 2010. In addition they currently employ over 100 employees in Illinois up from less than 10 in 2003. They currently export over 100,000 containers yearly of products grown in Illinois. DeLong is one of the top Ag Exporters by containers in the U.S.

Dukane IAS division

In the early years of exporting, Dukane IAS division found opportunities by simply trying to continue to supply our USA customers that were moving to foreign countries to produce their goods. For example, many of our automotive industry customers opened factories in Mexico to

produce plastic auto parts. But as we started to adapt to the necessities of exporting to these companies (e.g. learning export documentation, translating product literature, developing the capability to technically support customers outside the USA,) we started to realize that perhaps it would not be so difficult to find more companies in other countries that could use our plastic welding equipment. So we began to more seriously pursue foreign business leads from our USA trade shows, and also to participate in trade shows in Mexico, Europe, and Asia. The trade shows brought us valuable international sales leads as well as contacts with potential foreign representative companies and distributors.

We began to sign up representatives and distributors in various countries in order to support the customers we were starting to acquire in places like Mexico, United Kingdom, Japan, and China. This step reassured our existing customers because we were now able to extend some service and support to them locally. And even more importantly, the representatives and distributors brought us new business opportunities in their countries.

Over time we found that although trade shows, representatives and distributors brought us continuing export business, we needed to market more directly to potential customers, as well as support them directly. The marketing tool that has become more important than trade shows is our website and our foreign language website pages in particular. In recent years, millions of dollars of our export sales have begun with a contact through our website. We now have website pages in 10 foreign languages that offer our international customers specific product information as well as a method to easily contact us concerning new projects. Though it is a significant effort to update the information on our websites, and ensure that they are optimized to appear on the first pages of search engines, the return on this relatively small investment is large and fast. Our website has become a key part of our strategy for continued and future export marketing success.

DxR Development Group, Inc.

The International Market: Essential to Our Success

DxR Development Group, Inc. is a service and publishing company that develops, markets, and licenses high quality, interactive software products designed for the worldwide healthcare education market. An important part of DxR Group's current success, and in fact, our survival as a company in this very competitive market, is because we entered the international market several years ago. Our exporting opportunities in Asia and the Middle East, where we have been the most successful, occurred because of the shift in healthcare education from more traditional teaching methods to those that use more online courseware, patient simulations, and problem-based learning solutions, areas in which DxR Group is considered a leader. Currently DxR Group has eight employees who design, test, and prepare all software we develop and publish for the international market. A representative of our company works closely with our international partners who have established reputations in the medical education market in their region of the world. Our employees work with those of our partners to assist with marketing and sales, and technical and content support of our software. As the need for health professionals expands worldwide, the request for high quality healthcare education software needed to help train those professionals will be in greater demand. We believe this initial effort we have made to establish a presence in the international marketplace has positioned our company to play an important role in meeting these emerging market demands in the future. Accordingly, we anticipate increasing the staff of our Illinois-based company to between 2-5 new employees during the next two years.

Elastec, Inc.

Donnie Wilson and Jeff Cantrell were industry veterans prior to founding Elastec, Inc. Co-owners of a firm that contained and cleaned oil spills using vacuum trucks and skimmers, their deep dissatisfaction with the skimming equipment on the market led them to develop a new generation of

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skimming products that revolutionized the industry. With Mr. Wilson's ownership of a separate fabrication company, the two had the expertise to not only design but also build. Elastec, Inc. was created as a combination of these two businesses, funded in 1990 with the help of outside investors who provided financial assistance and business guidance through active director participation. The company has been involved in large-scale projects around the globe, providing essential equipment for oil spill recovery programs. As a result of its worldwide reputation for superior quality and service, global customer base and firmly established product line, Elastec, Inc. is excited about the future and is committed to continue the momentum in providing innovative environmental solutions.

EXCEL RAILCAR

Excel Railcar has been working in a large railroad industry since 1980. Excel began its business leasing railroad freight cars to one of the largest glass manufacturers in Mexico, an international company. It was a very difficult process and it took several years to learn the culture and develop business.

The State of Illinois office in Mexico City was very helpful in opening doors and introducing Excel to large and mid-size companies in Mexico that had international business in North America. Since then, we developed our business cross border with new business leasing our railcars to sand and cement customers. We have purchased used railcars in the USA and Canada. We refurbished the railcars in the USA and Mexico and leased the railcars cross border for international service.

Over one million tons of bulk products move in our leased railcars to Mexican customers on an annual basis. Beginning in 2012, we will begin manufacturing our own new railcars for international service between the USA and Mexico. One of our Mexican customers has already asked for our new railcars before we begin production.

Excel also offers a maintenance and repair program and is AAR M-1003 Quality Assurance Certified. Services offered are general repair and rebuilding, mobile repairs /inspections, customer modifications, blasting (interior/exterior), painting and lining and wreck repair.

Railroad cars have been an excellent investment for our company. Railcars have a useful life of 50 years and have great tax advantages. Customers repeat renewal of leases. The return on investment can be anywhere from 10% to 20%. The investment is generally long term from 3 to 10 years which has been proven by larger investment banks and commercial investors, domestic and foreign.

We will continue using our networking with the State of Illinois, Mexico City office, who has been very helpful to our success.

Flexco

Flexco's vision is to become the leader in maximizing belt conveyor productivity for our customers worldwide through superior service and innovation. Throughout Flexco's 104 year history, focus and resources have always been applied to building business beyond domestic markets. Growth has been built on steady and continuous investment of time and resources matched with the flexibility required to adapt to localized needs. A global network of operations provides local market knowledge and expertise while acting as outlets for products produced in Flexco's Illinois-based manufacturing facilities.

Illinois SBDC International Trade Center at SIU Edwardsville

During the last year, the ITC at SIUE assisted its clients in the generation of over \$71 million in export sales through its consulting, training and research services (\$182 million in export sales generated in the last six years).



During the last ten years, the ITC has provided Latin America-specific counseling and training services to clients from the entire state, with the goal of improving the competitiveness of all Illinois companies through building exports to Central and South America. This unique program is being provided in addition to the regular export counseling services offered to businesses in southern Illinois.

Several clients of the ITC are proud winners of the Governor's Export Awards as well as the prestigious President's "E" Awards. One of its longtime clients is being awarded this year (The ROHO Group).

The Illinois Soybean Association

The ISA is based in Bloomington and has been involved with U.S. soy export promotion activities since the mid-1960s. Today, 13 percent of all U.S. soybean exports originate in Illinois. The 1.9 billion bushels of U.S. soybean equivalent exported in 2009-10 set a record for the fourth consecutive year. Illinois farmers have shipped about 209 million bushels of soybeans in 2010-11 worth \$11.25 per bushel, representing \$2.35 billion.

Illinois soybean farmers have posted a healthy trend higher in soybean export value. Net soybean exports of 187 million bushels in 2001-02 were worth \$4.68 per bushel for a total of \$875 million. Every other row of soybeans from Illinois (54 percent) is sent overseas to locations that include China, Korea, Taiwan, Japan, Netherlands, Great Britain, Mexico, Philippines, Canada, India, Morocco, Algeria, Vietnam, Indonesia, Thailand, Turkey and Egypt.

Illinois soybeans are primarily used overseas in livestock feeds, but also in human foods and industrial uses like biodiesel. ISA invests soybean checkoff dollars to assist foreign buyers with soybeans, meal and oil purchases. ISA teaches foreign buyers about how to originate Illinois soy, about sustainable farming practices in Illinois and about the quality of Illinois soy.

ISA regularly facilitates farm tours with foreign buyers who are interested in production methods used by Illinois farmers. ISA farmers welcome to their farms every year about 30 trade teams from around the world. Illinois farmers, with assistance from the checkoff, recently hosted teams from China, Japan, Korea, Vietnam, the Philippines, Morocco and European countries.

Earlier in 2011, Illinois Governor Pat Quinn and U.S. Senator Mark Kirk joined ISA in welcoming a high-level Chinese soybean buying delegation in a soybean purchase signing agreement ceremony in Chicago. China currently imports 25 percent of U.S. soybeans.

ISA works with soybean farmers to relay the traits and qualities that international markets seek. ISA created and coordinates the Varietal Information Program for Soybeans (VIPS) and SoybeanPremiums.org to help farmers choose the best varieties for international buyers.

ISA helps facilitate transportation to get specific soybean varieties to foreign buyers. Illinois is the largest containerized soybean exporter to Asia, with total shipments of more than one million metric tons in 2009-10. Taiwan, China and Southeast Asia have become major buyers of containerized soybeans from Illinois, thanks to ISA checkoff-funded market development efforts. ISA helps the Illinois livestock industry build export markets for soy-fed meat. ISA funds projects directed by the USA Poultry and Egg Export Council (USAPEEC) and U.S. Meat Export Federation (USMEF) to help enhance demand around the world. Poultry and egg production uses half of U.S. soybean meal, while the pork industry uses another 26 percent.

For more than 50 years, Illinois farmers have grown and supplied an increasing amount of soybeans to meet international customer needs. ISA remains dedicated to providing customers with high quality, top-yielding accessible soybeans and products for the future.

NewMedical Technology, Inc.

Founded in 2003, NewMedical Technology, Inc. is a privately owned medical device manufacturing company based in Northbrook, Illinois. NewMedical develops and commercializes products used in the surgical and aesthetic medical segments of the healthcare industry.

In 2007 the company introduced its NewGel+ brand of advanced silicone gel products, used in the management and prevention of scars, to the U.S. market. International inquiries and requests for the products prompted NewMedical to develop an international strategy in 2008 when the first international distribution channels were opened.

With the assistance the State of Illinois Department of Commerce and Economic Opportunity's Office of Trade and Investment, NewMedical has developed its international distribution channels in Europe, Asia, Australia, and Latin America. The NewGel+ brand continues to enjoy sustained growth in both the U.S. domestic and international markets with foreign sales producing almost one-third of total product revenues.

NOW Foods

We have recently opened the China market after a number of years of false starts. Our initial shipments were last year and they were on a small scale as both we and our Chinese customer needed to learn the mechanics of importing for China. After product lands in China it goes through a series of tests by the Health Authorities. A new Food Safety Law was enacted in 2009 and we had to ensure that the products we ship meet these newer, more stringent parameters. In order to do this, we had to source raw materials from new vendors and test them to ensure they passed, before accepting them. We had to adapt to the local conditions in order to make this happen. The orders that ship represent a concerted effort by our Purchasing, Technical and Production departments, making sure that each product meets the new standards. To date we have been successful and our business is growing, from these small initial orders we are now loading containers of product for China. Our business with this customer illustrates how the company can come together to offer products in compliance with the requirements in China. This type of cooperation is necessary in order for our business to continue to grow and it is what allows us to successfully export.

Rauland Borg

Rauland Borg is a family owned business that has been developing and manufacturing communications solutions for more than 90 years in Chicago-land. For many years, Rauland has been the dominant player in the domestic market for hospital communications systems, while selling casually internationally. 5 years ago Rauland decided to put a focus on international sales, and since then has been able to increase sales outside of the US and Canada from about 1 million dollars to about 9 million dollars annually.

A great deal of this change can be attributed to a restructuring of the International Sales Organization. The Regional Sales Manager positions were relocated to the markets – we hired RMs in Singapore and Cairo, instead of using American RMs based in the US. The profile of our channel partners was redefined, and 16 new distributors were recruited and trained, allowing us to sell in 40 countries on 4 continents. Major adjustments were made in the corporation in how we trained and supported our international distributors to ramp up the new markets. Our systems for managing our new channel partners, as well as our existing ones, were also redefined. Our sales growth reflects equal parts new markets and older, existing markets – a clear signal that our improved sales management systems are bringing in better results.

Rauland has built up our international brand awareness dramatically, participating in trade shows and events around the world and becoming the product of choice in the best hospitals around the

world. A key element for any American company selling internationally is showing the market your commitment and removing any concerns over long term stability in these markets far from home. Rauland has put a great deal of effort into successfully committing ourselves to the markets that we sell in.

Our growth has been rapid, but remarkably even- we feel that a diverse market is very important, and so our sales are very evenly divided among the Middle East, Latin America and Asia Pacific, as well as between old and new markets.

Part of our strategy has been to focus on markets that we felt were ready to accept American products as is. This has been very successful for us, and now we may be looking into other markets, markets that might require additional tweaking of our products. This may reflect the next wave of our growth; we do not feel that we have reached the end of our international growth.

The ROHO Group

BELLEVILLE, IL (June 7, 2011) – The ROHO Group is an Illinois-based medical device and consumer products manufacturer specializing in cushioning technology designed to protect human skin and tissue in a variety of market applications. The company was founded in 1973 by Robert H. Graebe and remains a family-owned business supporting more than 240 employees in Belleville and the surrounding communities of southwestern Illinois.

The company's brand names, ROHO® and AIRHAWK®, are recognized globally as brand leaders in wheelchair and motorcycle seating respectively. These brands carry a powerful association with "Made in the USA" quality and premium performance. More than one million users throughout the world rely on ROHO products to maintain healthy and active lifestyles.

The ROHO Group invests heavily in international business development and export activities. Approximately 55 percent of total company revenues are the result of export sales, and this figure increases annually as new export markets are opened. In 2010, ROHO products were exported to more than 60 international markets, with increasing focus on developing markets in Eastern Europe, Asia, the Middle East and Latin America. The defining moment of ROHO's export activities came in April 2010 when the company received an order for more than 10,000 QUADTRO SELECT® Wheelchair Seat Cushions from the government of Ecuador. This order, the largest single order in company history, was realized due to the diligent efforts of sales, marketing and education throughout Central and South America. www.therohogroup.com.

Williamson Energy, LLC

The Williamson Energy, LLC coal mine opened operations in 2007 as the newest, most state of the art technologically advanced mine in the Illinois Basin. The mine produces and markets over 6 million clean tons of bituminous coal annually.

Approximately 5% of all coal mined in Illinois is actually used in Illinois due to the EPA Clean Air Act and Illinois' Utility Deregulation laws. Exporting coal from beyond our borders is paramount.

Since 2008 the Williamson mine has been responsible for over 90% of all coal exported from Illinois and has set new records for Illinois coal export with exports to Europe and Latin America.

In Europe, the coal from this mine has its own "brand name" or "trade mark" in that the European buyers will call to place an order for the "Williamson Coal".



The Illinois Export Awards Luncheon

Governor Pat Quinn

and

**The Illinois Department of
Commerce and Economic Opportunity
Office of Trade and Investment**

would like to thank our Judges and Sponsors

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